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EXAMINER
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TRUONG, CAM Y T

ART UNIT	PAPER NUMBER
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2162

SHORTENED STATUTORY PERIOD OF RESPONSE	MAIL DATE	DELIVERY MODE
3 MONTHS	03/21/2007	PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

If NO period for reply is specified above, the maximum statutory period will apply and will expire 6 MONTHS from the mailing date of this communication.

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	10/720,792	RUSSELL ET AL.	
	<b>Examiner</b>	<b>Art Unit</b>	
	Cam Y T. Truong	2162	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 07 September 2006.
- 2a) ☐ This action is **FINAL**.                      2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 1-32 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-32 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All    b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- |  |  |
|--|--|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)          | 4) <input checked="" type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____                                       |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)          | 5) <input type="checkbox"/> Notice of Informal Patent Application  |
| Paper No(s)/Mail Date _____  | 6) <input type="checkbox"/> Other: _____                           |

### **DETAILED ACTION**

1. Applicant has amended claims 11, 19, and 30 in the amendment filed on 9/7/2006.

Claims 1-32 are pending in this Office Action.

### ***Response to Arguments***

2. Applicant's election with traverse of group I in the reply filed on 12/28/2007 is acknowledged. The traversal is on the ground(s) that MPEP §803, in which it is stated that "the search and examination of an entire application can be made without serious burden, Examiner must examine it on the merits, even though it includes claims to independent or distinct inventions" (emphasis added).

Applicants respectfully submit that there can be no serious burden on the Office because the search has already been completed. This is found persuasive.

Thus, the restriction is withdraw.

Applicant's arguments, see on page 14, filed on 9/7/2006, with respect to the rejection(s) of claim(s) 1-32 have been fully considered and are persuasive. Therefore, the rejection has been withdrawn. However, upon further consideration, a new ground(s) of rejection is made.

### ***Claim Rejections - 35 USC § 101***

3. 35 U.S.C. 101 reads as follows:

Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.

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4. Claims 1-32 are rejected under 35 U.S.C.101 because the language of the claim raises a question as to whether the claim is directed merely to an abstract idea that is not tied to a technological art, environment or machine which would result in a practice application producing a concrete, useful, and tangible result to form the basis of statutory subject matter under 35 U.S.C 101.

Claims 1-32 recite "a method or a system or a product". However, the claims fail to produce a concrete, useful, and tangible result so as to realize their functionality. Thus, the bodies of claims are merely abstract ideas and are being processed without any links to a practical result in the technology arts and without computer manipulation.

***Claim Rejections - 35 USC § 103***

5. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

6. Claims 1-4, 7-9, 14-15, 21-24, 27-29 are rejected under 35 U.S.C. 103(a) as being unpatentable over Thearling (US 6240411) in view of Van Huben (US 6094654).

As to claims 1 and 21, Thearling teaches the claimed limitations:

" computerized data mining system" as (fig. 12);

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" a data exploration system for receiving and analyzing user data to provide statistical information about the user data" as an application system for analysis and selection of stored information in a database. The database contains records correspond to individuals, the individual's age, address, and income. The database is provided that includes both training data and test data. The training data is provided to a model builder 14 for computing a probability, e.g., a probability that a customer would respond favorably to a mailing. The above information shows that the system analyzes the customer data to provide probability as statistical about the customer data (col. 1, lines 33-34, lines 60-65; col. 2, lines 1-23);

"a customized model system for generating and ranking customized data mining models" as ranking models indicates that models are generated for ranking (col. 9, lines 40-43; col.13, lines 35-40), and

"for executing a selected customized data mining model on the user data" as one of the models within the query is selected for evaluation (col. 13, lines 35-36),

"wherein the customized data mining models are iteratively generated in parallel based on permutations of at least one of the user data, business parameters and a set of model generation algorithms" as regenerate and run the models against one or more records in a database based on permutations of at least one of the user data, business parameters and a set of model generation algorithms; however not in parallel (col. 8, lines 25-30);

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"an existing model system for selecting at least one existing data mining model from a library of existing data mining models" as selecting one of the models from the model library 78 of existing models (col. 9, lines 40-43; col. 10, lines 61-62), and

"for executing the selected at least one existing data mining model in parallel on the user data" as run the model against one or more records in a database. All models are run against the entire database, which includes records about customer data. The above information shows that the selected models are executed in parallel on the customer data (col. 11, lines 19-22; col. 8, lines 25-30; col. 1, lines 40-45).

Thearling does not explicitly teach the claimed limitation "in parallel".

Van Huben teaches multiple models are to be built in parallel since to achieve this task the user must set up multiple Working Areas to use as model build areas (col. 158, lines 54-61).

It would have been obvious to a person of an ordinary skill in the art at the time the invention was made to apply Van Huben's teaching of multiple models are to be built in parallel since to achieve this task the user must set up multiple Working Areas to use as model build areas to Thearling's system in order to achieve this task the user must set up multiple Working Areas to use as model build areas.

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As to claims 2 and 22, Thearling teaches the claimed limitation "a data submission system for submitting the user data" as a database includes one or more tables, with rows of the table corresponding to individual records. The above information shows that the individual records had submitted to the system for storing in a database (col. 1, lines 18-20).

"a parameter designation system for designating the business parameters" as (col. 8, lines 25-33).

As to claim 3, Thearling teaches the claimed limitations:

"a model generation system for iteratively generating the customized data mining models in parallel based on the permutations of at least one of the user data, the business parameters and the set of model generation algorithms" as regenerate and run the models against one or more records in a database in parallel not based on permutations of at least one of the user data, business parameters and a set of model generation algorithms (col. 8, lines 25-30);

" a model ranking system for ranking the customized data mining models based on the business parameters" as ranking models indicates that models are generated for ranking (col. 9, lines 40-43; col.13, lines 35-40),

" for identifying a predetermined quantity of the ranked customized data mining models" as a model score is greater than 0.5 that indicates the model score is identified (col. 11, lines 40-45), and "for providing comparative data corresponding to the predetermined quantity of the ranked customized data mining models" as consider a simple query that requires only the Boolean

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operation AND of income greater than sixty thousand dollars and a model score (col. 11, lines 40-45);

“a customized model selection system for selecting at least one customized mining model from the predetermined quantity” as the campaign manager could automatically select the order of models. The selection could be based, for example, on the anticipated computation time for scoring an individual record. Thus, those models that require less computation time may be selected before models, which require greater computation time (col. 13, lines 35-43);

“a customized model execution system for executing the selected at least one customized data mining model on the user data” as one of the models within the query is selected for evaluation (col. 13, lines 35-36).

As to claim 4, Thearling teaches the claimed limitation:

“a model library system for assembling the library of existing data mining models based on the business parameters, and for displaying the library of existing data mining models and comparative data corresponding to the library of existing data models” as (fig. 8, col. 9, lines 40-43; col. 10, lines 61-62) ;

“an existing model selection system for selecting the at least one existing data mining model from the library of existing data mining models” as selecting one of the models from the model library 78 of existing models (col. 9, lines 40-43; col. 10, lines 61-62);



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“an existing model execution system for executing the at least one existing data mining model on the user data in parallel” as (col. 11, lines 19-22; col. 8, lines 25-30; col. 1, lines 40-45);

a existing model comparison system for comparing results of the execution of the at least one existing data mining model” as run the model against one or more records in a database. All models are run against the entire database, which includes records about customer data. The above information shows that the selected model is executed in parallel on the customer data (col. 11, lines 19-22; col. 8, lines 25-30; col. 1, lines 40-45).

As to claim 24, is rejected under the same reason as discussed in claim 4

As to claim 23 recites the same limitations as referred to claim 3. Therefore, claim 23 is rejected under the same rational.

Claim 28 is rejected under the same reason as discussed in claim 8.

As to claims 7, 9, 27 and 29, Thearling teaches the claimed limitation “wherein the computerized data mining system is implemented in a network environment” as (col. 2, lines 1-10).

As to claim 8, Thearling teaches the claimed limitations:

“a model generation system for iteratively generating the customized data mining models in parallel based on the permutations of at least one of user data,

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business parameters and a set of model generation algorithms” as regenerate and run the models against one or more records in a database based on permutations of at least one of the user data, business parameters and a set of model generation algorithms; however not in parallel (col. 8, lines 25-30);

“a model ranking system for ranking the customized data mining models based on the business parameters” as ranking models indicates that models are generated for ranking (col. 9, lines 40-43; col.13, lines 35-40),

“for identifying a predetermined quantity of the ranked customized data mining models” as a model score is greater than 0.5 that indicates the model score is identified (col. 11, lines 40-45), and “for providing comparative data corresponding to the predetermined quantity of the ranked customized data mining models” as consider a simple query that requires only the Boolean operation AND of income greater than sixty thousand dollars and a model score (col. 11, lines 40-45);

“ for providing comparative data corresponding to the predetermined quantity of the ranked customized data mining models” as regenerate and run the models against one or more records in a database in parallel not based on permutations of at least one of the user data, business parameters and a set of model generation algorithms (col. 8, lines 25-30);

“a customized model selection system for selecting at least one customized mining model of the customized data mining models” as regenerate and run the models against one or more records in a database in parallel not

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based on permutations of at least one of the user data, business parameters and a set of model generation algorithms (col. 8, lines 25-30);

“a customized model execution system for executing the selected at least one customized data mining model on the user data” as selecting one of the models from the model library 78 of existing models (col. 9, lines 40-43; col. 10, lines 61-62), and

“for executing the selected at least one existing data mining model in parallel on the user data” as run the model against one or more records in a database. All models are run against the entire database, which includes records about customer data. The above information shows that the selected models are executed in parallel on the customer data (col. 11, lines 19-22; col. 8, lines 25-30; col. 1, lines 40-45).

Thearling does not explicitly teach the claimed limitation “in parallel”.

Van Huben teaches multiple models are to be built in parallel since to achieve this task the user must set up multiple Working Areas to use as model build areas (col. 158, lines 54-61).

It would have been obvious to a person of an ordinary skill in the art at the time the invention was made to apply Van Huben's teaching of multiple models are to be built in parallel since to achieve this task the user must set up multiple Working Areas to use as model build areas to Thearling's system in order to achieve this task the user must set up multiple Working Areas to use as model build areas.

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As to claim 14, Thearling teaches the claimed limitations:

“providing user data and business parameters” as a database includes one or more tables, with rows of the table corresponding to individual records. The above information shows that the individual records had submitted to the system for storing in a database (col. 1, lines 18-20);

“iteratively generating a plurality of customized data mining models in parallel based on permutations of at least one of the user data, the business parameters and a set of model generation algorithms” as regenerate and run the models against one or more records in a database based on permutations of at least one of the user data, business parameters and a set of model generation algorithms; however not in parallel (col. 8, lines 25-30);

“ranking the plurality of customized data mining models based on the business parameters” as ranking models indicates that models are generated for ranking (col. 9, lines 40-43; col.13, lines 35-40), and;

“selecting at least one customized data mining model from the ranked plurality of customized data mining models”; a as selecting one of the models from the model library 78 of existing models (col. 9, lines 40-43; col. 10, lines 61-62), and

“executing the selected at least one customized data mining model on the user data” as run the model against one or more records in a database. All models are run against the entire database, which includes records about customer data. The above information shows that the selected models are

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executed in parallel on the customer data (col. 11, lines 19-22; col. 8, lines 25-30; col. 1, lines 40-45).

Thearling does not explicitly teach the claimed limitation "in parallel".

Van Huben teaches multiple models are to be built in parallel since to achieve this task the user must set up multiple Working Areas to use as model build areas (col. 158, lines 54-61).

It would have been obvious to a person of an ordinary skill in the art at the time the invention was made to apply Van Huben's teaching of multiple models are to be built in parallel since to achieve this task the user must set up multiple Working Areas to use as model build areas to Thearling's system in order to achieve this task the user must set up multiple Working Areas to use as model build areas.

As to claim 15, Thearling teaches the claimed limitation "identifying a predetermined quantity of the ranked plurality of customized data mining models" as a model score is greater than 0.5 that indicates the model score is identified (col. 11, lines 40-45),

"providing comparative data corresponding to the predetermined quantity of the ranked plurality of customized data mining models, prior to the selecting step" as consider a simple query that requires only the Boolean operation AND of income greater than sixty thousand dollars and a model score (col. 11, lines 40-45).

7. Claims 5, 10, 18, 25 are rejected under 35 U.S.C. 103(a) as being unpatentable over Thearling (US 6240411) in view of Van Huben (US 6094654). and further in view of Mani et al (or hereinafter "Mani") (US 6677963) and Hofmann (US 6687696).

As to claims 5, 10, 18, 25, Thearling teaches the claimed limitation "a set of model goals" as (fig. 10D). Thearling does not explicitly teach the claimed limitation "wherein the business parameters comprise a business taxonomy, a set of business problems"

Mani teaches business problems (col. 3, lines 65-67). Hofmann teaches the automatic categorization of documents categorizes the data into existing taxonomies (col. 17, lines 15-20).

It would have been obvious to a person of an ordinary skill in the art at the time the invention was made to apply Mani's teaching of business problem and Hofmann's teaching of automatic categorization of documents categorizes the data into existing taxonomies to Thearling's system in order to provide a set of categories of models along with the relevant document information or business problem so that a user can view/search the models easily in order.

Claims 6, 17 and 26 are rejected under 35 U.S.C. 103(a) as being unpatentable over Thearling (US 6240411) in view of Van Huben (US 6094654) further in view of Miller (US 6553366) (or hereinafter "Miller66").

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As to claims 6, 17 and 26, Thearling does not explicitly teach the claimed limitation " wherein the statistical information comprises data relationships, data outliers, invalid data values and standard deviations". Miller66 teaches statistical information includes relationships and standard deviations (col 7, lines 55-67).

It would have been obvious to a person of an ordinary skill in the art at the time the invention was made to apply Miller66's teaching of statistical information includes relationships and standard deviations to Thearling's system in order to perform data mining applications in a massively parallel relational database management system.

8. Claim 16 is rejected under 35 U.S.C. 103(a) as being unpatentable over Thearling (US 6240411) in view of Van Huben (US 6094654) and further in view of King Jr et al (or hereinafter "King") (US 20020042731).

As to claim 16, Thearling does not explicitly teach the claimed limitation "iteratively generating a plurality of customized data mining models in a grid environment based on the multiple permutations" as does not explicitly teach the claimed limitation "forming multiple permutations of at least one of the user data, the business parameters and the set of model generation algorithms; and". King teaches Business strength may also depend on multiple factors, such as market position, margin, technology position, size, growth potential,

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environmental record, etc. The two axes, each divided into three gradations, define nine different permutations of criteria within the grid itself. As such, the GE model is also referred to as a 9-Blocker tool (or in a more general case, a multi-blocker tool) (paragraph [0116]).

It would have been obvious to a person of an ordinary skill in the art at the time the invention was made to apply King's teaching of Business strength may also depend on multiple factors, such as market position, margin, technology position, size, growth potential, environmental record, etc. The two axes, each divided into three gradations, define nine different permutations of criteria within the grid itself. As such, the GE model is also referred to as a 9-Blocker tool to Thearling's system in order to provide a correct model corresponding to business problem.

9. Claims 11-12, 19, 30-31 are rejected under 35 U.S.C. 103(a) as being unpatentable over Thearling (US 6240411) in view of Andersh (7117480).

As to claim 11, Thearling teaches the claimed limitations:

"a model library system for assembling a library of existing data mining models based on a business parameters and for displaying the library of existing data mining models and comparative data corresponding to the library of existing data models" as executing models in the library based on the business parameters (fig. 8; col. 9, lines 40-45);



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“and existing model selection system for selecting a plurality of existing data mining models from the library of existing data mining models” as displaying modes and comparing data corresponding to modes (fig. 8);

“an existing model execution system for executing the plurality of existing data mining models on the user data in parallel” as run the model against one or more records in a database. All models are run against the entire database, which includes records about customer data. The above information shows that the selected models are not executed in parallel on the customer data (col. 11, lines 19-22; col. 8, lines 25-30; col. 1, lines 40-45).; and

“ an existing model comparing system for comparing results of the execution of the at least one existing data mining model” as consider a simple query that requires only the Boolean operation AND of income greater than sixty thousand dollars and a model score (col. 11, lines 40-45).

Thearling does not explicitly teach the claimed limitation “in parallel”.

Andersh teaches executing models in parallel (col. 1, lines 40-50).

It would have been obvious to a person of an ordinary skill in the art at the time the invention to apply Andersh teaches executing models in parallel to Thearling’s system in order to quickly and easily provide the results of one or more process models to line operators and process engineers during the manufacturing process, allowing the process engineer or line operator to more readily understand and adjust the manufacturing process.

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A to claim 19, Thearling teaches the claimed limitations:

“providing user data and business parameters” as providing a database and other parameters as business parameters (col.1, lines 60-65; col. 2, lines 12-20);

“ displaying the library of existing data mining models and comparative data corresponding to the library of data mining models” as displaying modes and comparing data corresponding to modes (fig. 8);

assembling a library of existing data mining models based on the business parameters” as executing models in the library based on the business parameters (col. 9, lines 40-45);

“selecting a plurality of existing data mining model from the library of existing data mining models” as one of the models within the query is selected for evaluation (col. 13, lines 35-36),

“ executing the plurality of existing data mining model on the user data in parallel” as run the model against one or more records in a database. All models are run against the entire database, which includes records about customer data. The above information shows that the selected models are not executed in parallel on the customer data (col. 11, lines 19-22; col. 8, lines 25-30; col. 1, lines 40-45).; and

“ comparing results of the execution of the at least one existing data mining model” as consider a simple query that requires only the Boolean

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operation AND of income greater than sixty thousand dollars and a model score (col. 11, lines 40-45).

Thearling does not explicitly teach the claimed limitation "in parallel".

Andersh teaches executing models in parallel (col. 1, lines 40-50).

It would have been obvious to a person of an ordinary skill in the art at the time the invention to apply Andersh teaches executing models in parallel to Thearling's system in order to quickly and easily provide the results of one or more process models to line operators and process engineers during the manufacturing process, allowing the process engineer or line operator to more readily understand and adjust the manufacturing process.

Claim 30 is rejected under the same reason as discussed in claims 11 and 19.

As to claims 12 and 31, Thearling teaches the claimed limitation "wherein the at least one existing data mining model is executed on the user data in a grid environment" as (fig. 8).

10. Claims 13, 20 and 32 are rejected under 35 U.S.C. 103(a) as being unpatentable over Thearling (US 6240411) in view of Andersh (7117480). and further in view of Mani et al (or hereinafter "Mani") (US 6677963) and Hofmann (US 6687696).

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As to claims 13, 20 and 32, Thearling teaches the claimed limitation "a set of model goals" as (fig. 10D). Thearling does not explicitly teach the claimed limitation "wherein the business parameters comprise a business taxonomy, a set of business problems"

Mani teaches business problems (col. 3, lines 65-67). Hofmann teaches the automatic categorization of documents categorizes the data into existing taxonomies (col. 17, lines 15-20).

It would have been obvious to a person of an ordinary skill in the art at the time the invention was made to apply Mani's teaching of business problem and Hofmann's teaching of automatic categorization of documents categorizes the data into existing taxonomies to Thearling's system in order to provide a set of categories of models along with the relevant document information or business problem so that a user can view/search the models easily in order.

11. Claims 1-4, 7-9, 11-12, 14-15, 19, 21-24, 27-31 are rejected under 35 U.S.C. 103(a) as being unpatentable over Thearling (US 6240411) in view of Miller (US 6826556).

As to claims 1 and 21, Thearling teaches the claimed limitations:

" computerized data mining system" as (fig. 12);

" a data exploration system for receiving and analyzing user data to provide statistical information about the user data" as an application system for analysis and selection of stored information in a database. The database contains records correspond to individuals, the individual's age, address, and

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income. The database is provided that includes both training data and test data.

The training data is provided to a model builder 14 for computing a probability, e.g., a probability that a customer would respond favorably to a mailing. The above information shows that the system analyzes the customer data to provide probability as statistical about the customer data (col. 1, lines 33-34, lines 60-65; col. 2, lines 1-23);

“a customized model system for generating and ranking customized data mining models” as ranking models indicates that models are generated for ranking (col. 9, lines 40-43; col.13, lines 35-40), and

“for executing a selected customized data mining model on the user data” as one of the models within the query is selected for evaluation (col. 13, lines 35-36),

“wherein the customized data mining models are iteratively generated in parallel based on permutations of at least one of the user data, business parameters and a set of model generation algorithms” as regenerate and run the models against one or more records in a database based on permutations of at least one of the user data, business parameters and a set of model generation algorithms; however, no in parallel (col. 8, lines 25-30);

“an existing model system for selecting at least one existing data mining model from a library of existing data mining models” as selecting one of the models from the model library 78 of existing models (col. 9, lines 40-43; col. 10, lines 61-62), and

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“for executing the selected at least one existing data mining model in parallel on the user data” as run the model against one or more records in a database. All models are run against the entire database, which includes records about customer data. The above information shows that the selected models are not executed in parallel on the customer data (col. 11, lines 19-22; col. 8, lines 25-30; col. 1, lines 40-45).

Thearling does not explicitly teach the claimed limitation “in parallel”.

Miller teaches building models in parallel (col. 3, lines 5-25).

It would have been obvious to a person of an ordinary skill in the art at the time the invention was made to apply Miller’s teaching of building models in parallel to Thearling’s system in order to allow data mining of large databases.

As to claims 2 and 22, Thearling teaches the claimed limitation “a data submission system for submitting the user data” as a database includes one or more tables, with rows of the table corresponding to individual records. The above information shows that the individual records had submitted to the system for storing in a database (col. 1, lines 18-20).

“a parameter designation system for designating the business parameters” as (fig. 7).

As to claim 3, Thearling teaches the claimed limitations:

“a model generation system for iteratively generating the customized data mining models in parallel based on the permutations of at least one of the user

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data, the business parameters and the set of model generation algorithms" as regenerate and run the models against one or more records in a database in parallel not based on permutations of at least one of the user data, business parameters and a set of model generation algorithms (col. 8, lines 25-30);

" a model ranking system for ranking the customized data mining models based on the business parameters" as ranking models indicates that models are generated for ranking (col. 9, lines 40-43; col.13, lines 35-40),

" for identifying a predetermined quantity of the ranked customized data mining models" as a model score is greater than 0.5 that indicates the model score is identified (col. 11, lines 40-45), and "for providing comparative data corresponding to the predetermined quantity of the ranked customized data mining models" as consider a simple query that requires only the Boolean operation AND of income greater than sixty thousand dollars and a model score (col. 11, lines 40-45);

"a customized model selection system for selecting at least one customized mining model from the predetermined quantity" as the campaign manager could automatically select the order of models. The selection could be based, for example, on the anticipated computation time for scoring an individual record. Thus, those models that require less computation time may be selected before models, which require greater computation time (col. 13, lines 35-43);

"a customized model execution system for executing the selected at least one customized data mining model on the user data" as one of the models within the query is selected for evaluation (col. 13, lines 35-36).

As to claim 4, Thearling teaches the claimed limitation:

“a model library system for assembling the library of existing data mining models based on the business parameters, and for displaying the library of existing data mining models and comparative data corresponding to the library of existing data models” as (fig. 8, col. 9, lines 40-43; col. 10, lines 61-62) ;

“an existing model selection system for selecting the at least one existing data mining model from the library of existing data mining models” as selecting one of the models from the model library 78 of existing models (col. 9, lines 40-43; col. 10, lines 61-62);

“an existing model execution system for executing the at least one existing data mining model on the user data in parallel” as (col. 11, lines 19-22; col. 8, lines 25-30; col. 1, lines 40-45);

a existing model comparison system for comparing results of the execution of the at least one existing data mining model” as run the model against one or more records in a database. All models are run against the entire database, which includes records about customer data. The above information shows that the selected model is executed in parallel on the customer data (col. 11, lines 19-22; col. 8, lines 25-30; col. 1, lines 40-45).

Claim 24 is rejected under the same reason as discussed in claim 4

Claim 23 is rejected under the same reason as discussed in claim 3.

Claim 28 is rejected under the same reason as discussed in claim 8.



As to claims 7, 9, 27 and 29, Thearling teaches the claimed limitation “wherein the computerized data mining system is implemented in a network environment” as (col. 2, lines 1-10).

As to claim 8, Thearling teaches the claimed limitations:

“a model generation system for iteratively generating the customized data mining models in parallel based on the permutations of at least one of user data, business parameters and a set of model generation algorithms” as regenerate and run the models against one or more records in a database based on permutations of at least one of the user data, business parameters and a set of model generation algorithms; ; however, no in parallel (col. 8, lines 25-30);

“a model ranking system for ranking the customized data mining models based on the business parameters” as ranking models indicates that models are generated for ranking (col. 9, lines 40-43; col.13, lines 35-40),

“for identifying a predetermined quantity of the ranked customized data mining models” as a model score is greater than 0.5 that indicates the model score is identified (col. 11, lines 40-45), and “for providing comparative data corresponding to the predetermined quantity of the ranked customized data mining models” as consider a simple query that requires only the Boolean operation AND of income greater than sixty thousand dollars and a model score (col. 11, lines 40-45);

“ for providing comparative data corresponding to the predetermined quantity of the ranked customized data mining models” as regenerate and run the models against one or more records in a database based on permutations of at least one of the user data, business parameters and a set of model generation algorithms but not in parallel (col. 8, lines 25-30);

“a customized model selection system for selecting at least one customized mining model of the customized data mining models” as regenerate and run the models against one or more records in a database in parallel based on permutations of at least one of the user data, business parameters and a set of model generation algorithms (col. 8, lines 25-30);

“a customized model execution system for executing the selected at least one customized data mining model on the user data” as selecting one of the models from the model library 78 of existing models (col. 9, lines 40-43; col. 10, lines 61-62), and

“for executing the selected at least one existing data mining model in parallel on the user data” as run the model against one or more records in a database. All models are run against the entire database, which includes records about customer data. The above information shows that the selected models are executed in parallel on the customer data (col. 11, lines 19-22; col. 8, lines 25-30; col. 1, lines 40-45).

Thearling does not explicitly teach the claimed limitation “in parallel”.

Miller teaches building models in parallel (col. 3, lines 5-25).

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It would have been obvious to a person of an ordinary skill in the art at the time the invention was made to apply Miller's teaching of building models in parallel to Thearling's system in order to allow data mining of large databases.

As to claim 11, Thearling teaches the claimed limitations:

"a model library system for assembling a library of existing data mining models based on a business parameters and for displaying the library of existing data mining models and comparative data corresponding to the library of existing data models" as executing models in the library based on the business parameters (fig. 8; col. 9, lines 40-45);

"and existing model selection system for selecting a plurality of existing data mining models from the library of existing data mining models" as displaying modes and comparing data corresponding to modes (fig. 8);

"an existing model execution system for executing the plurality of existing data mining models on the user data in parallel" as run the model against one or more records in a database. All models are run against the entire database, which includes records about customer data. The above information shows that the selected models are not executed in parallel on the customer data (col. 11, lines 19-22; col. 8, lines 25-30; col. 1, lines 40-45);

"an existing model comparing system for comparing results of the execution of the at least one existing data mining model" as consider a simple query that requires only the Boolean operation AND of income greater than sixty thousand dollars and a model score (col. 11, lines 40-45).

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Thearling does not explicitly teach the claimed limitation "in parallel".

Thearling does not explicitly teach the claimed limitation "in parallel".

Miller teaches building models in parallel (col. 3, lines 5-25).

It would have been obvious to a person of an ordinary skill in the art at the time the invention was made to apply Miller's teaching of building models in parallel to Thearling's system in order to allow data mining of large databases.

As to claims 12 and 31, Thearling teaches the claimed limitation "wherein the at least one existing data mining model is executed on the user data in a grid environment" as (fig. 8).

As to claim 14, Thearling teaches the claimed limitations:

"providing user data and business parameters" as a database includes one or more tables, with rows of the table corresponding to individual records. The above information shows that the individual records had submitted to the system for storing in a database (col. 1, lines 18-20);

"iteratively generating a plurality of customized data mining models in parallel based on permutations of at least one of the user data, the business parameters and a set of model generation algorithms" as regenerate and run the models against one or more records in a database based on permutations of at least one of the user data, business parameters and a set of model generation algorithms; however, not in parallel (col. 8, lines 25-30);

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“ranking the plurality of customized data mining models based on the business parameters” as ranking models indicates that models are generated for ranking (col. 9, lines 40-43; col.13, lines 35-40), and;

“selecting at least one customized data mining model from the ranked plurality of customized data mining models”; a as selecting one of the models from the model library 78 of existing models (col. 9, lines 40-43; col. 10, lines 61-62), and

“executing the selected at least one customized data mining model on the user data” as run the model against one or more records in a database. All models are run against the entire database, which includes records about customer data. The above information shows that the selected models are executed in parallel on the customer data (col. 11, lines 19-22; col. 8, lines 25-30; col. 1, lines 40-45).

Thearling does not explicitly teach the claimed limitation “in parallel”.

Miller teaches building models in parallel (col. 3, lines 5-25).

It would have been obvious to a person of an ordinary skill in the art at the time the invention was made to apply Miller’s teaching of building models in parallel to Thearling’s system in order to allow data mining of large databases.

As to claim 15, Thearling teaches the claimed limitation “identifying a predetermined quantity of the ranked plurality of customized data mining models” as a model score is greater than 0.5 that indicates the model score is identified (col. 11, lines 40-45),

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“providing comparative data corresponding to the predetermined quantity of the ranked plurality of customized data mining models, prior to the selecting step” as consider a simple query that requires only the Boolean operation AND of income greater than sixty thousand dollars and a model score (col. 11, lines 40-45).

A to claim 19, Thearling teaches the claimed limitations:

“providing user data and business parameters” as providing a database and other parameters as business parameters (col.1, lines 60-65; col. 2, lines 12-20);

“ displaying the library of existing data mining models and comparative data corresponding to the library of data mining models” as displaying modes and comparing data corresponding to modes (fig. 8);

assembling a library of existing data mining models based on the business parameters” as executing models in the library based on the business parameters (col. 9, lines 40-45);

“selecting a plurality of existing data mining model from the library of existing data mining models” as one of the models within the query is selected for evaluation (col. 13, lines 35-36),

“ executing the plurality of existing data mining model on the user data in parallel” as run the model against one or more records in a database. All models are run against the entire database, which includes records about customer data.

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The above information shows that the selected models are not executed in parallel on the customer data (col. 11, lines 19-22; col. 8, lines 25-30; col. 1, lines 40-45).; and

“ comparing results of the execution of the at least one existing data mining model” as consider a simple query that requires only the Boolean operation AND of income greater than sixty thousand dollars and a model score (col. 11, lines 40-45).

Thearling does not explicitly teach the claimed limitation “in parallel”.

Thearling does not explicitly teach the claimed limitation “in parallel”.

Miller teaches building models in parallel (col. 3, lines 5-25).

It would have been obvious to a person of an ordinary skill in the art at the time the invention was made to apply Miller’s teaching of building models in parallel to Thearling’s system in order to allow data mining of large databases.

Claim 30 is rejected under the same reason as discussed in claims 11 and 19.

12. Claims 5, 10, 13, 18, 20, 25 and 32 are rejected under 35 U.S.C. 103(a) as being unpatentable over Thearling (US 6240411) in view of Miller (US 6826556) and further in view of Mani et al (or hereinafter “Mani”) (US 6677963) and Hofmann (US 6687696).

As to claims 5, 10, 13, 18, 20, 25 and 32, Thearling teaches the claimed limitation “a set of model goals” as (fig. 10D). Thearling does not explicitly teach

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the claimed limitation “wherein the business parameters comprise a business taxonomy, a set of business problems”

Mani teaches business problems (col. 3, lines 65-67). Hofmann teaches the automatic categorization of documents categorizes the data into existing taxonomies (col. 17, lines 15-20).

It would have been obvious to a person of an ordinary skill in the art at the time the invention was made to apply Mani's teaching of business problem and Hofmann's teaching of automatic categorization of documents categorizes the data into existing taxonomies to Thearling's system in order to provide a set of categories of models along with the relevant document information or business problem so that a user can view/search the models easily in order.

Claims 6, 17 and 26 are rejected under 35 U.S.C. 103(a) as being unpatentable over Thearling (US 6240411) in view of Miller (US 6826556) and further in view of Miller (US 6553366) (or hereinafter “Miller66”).

As to claims 6, 17 and 26, Thearling does not explicitly teach the claimed limitation “ wherein the statistical information comprises data relationships, data outliners, invalid data values and standard deviations”. Miller66 teaches statistical information includes relationships and standard deviations (col 7, lines 55-67).

It would have been obvious to a person of an ordinary skill in the art at the time the invention was made to apply Miller66's teaching of teaches of statistical information includes relationships and standard deviations to Thearling's system



in order to perform data mining applications in a massively parallel relational database management system.

13. Claim 16 is rejected under 35 U.S.C. 103(a) as being unpatentable over Thearling (US 6240411) in view of Miller (US 6826556) and further in view of King Jr et al (or hereinafter "King") (US 20020042731).

As to claim 16, Thearling does not explicitly teach the claimed limitation "iteratively generating a plurality of customized data mining models in a grid environment based on the multiple permutations" as does not explicitly teach the claimed limitation "forming multiple permutations of at least one of the user data, the business parameters and the set of model generation algorithms; and". King teaches Business strength may also depend on multiple factors, such as market position, margin, technology position, size, growth potential, environmental record, etc. The two axes, each divided into three gradations, define nine different permutations of criteria within the grid itself. As such, the GE model is also referred to as a 9-Blocker tool (or in a more general case, a multi-blocker tool) (paragraph [0116]).

It would have been obvious to a person of an ordinary skill in the art at the time the invention was made to apply King's teaching of Business strength may also depend on multiple factors, such as market position, margin, technology position, size, growth potential, environmental record, etc. The two axes, each divided into three gradations, define nine different permutations of criteria within

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the grid itself. As such, the GE model is also referred to as a 9-Blocker tool to Thearling's system in order to provide a correct model corresponding to business problem.

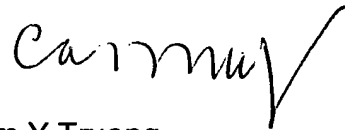
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**Contact Information**

14. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Cam Y T. Truong whose telephone number is (571) 272-4042. The examiner can normally be reached on Monday to Friday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Breene can be reached on (571) 272-4107. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).



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Art Unit 2162  
3/17/2007